



02-C -2165

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

December 2, 2002

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell Street SW
Atlanta, Georgia 30335

RE: Appointment to Municipal Market Board of Directors

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Clayvon Croom, Jr.** to serve as a member of the **Municipal Market Board of Directors (Beverage Slot)** of the City of Atlanta. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Mr. Croom will serve the Municipal Market Board of Directors with distinction. A resume is attached for your perusal.

Sincerely,

A handwritten signature in black ink, reading "Shirley Franklin".

Shirley Franklin

Enclosures

Clayvon Croom, Jr.

664 Queen Street / Atlanta, GA 30310 / 404-752-9060 / ccroom@aicginc.com

EXPERIENCE

Atlanta International Consulting Group (1988 - Present) Atlanta, Georgia

President / CEO

- Key responsibilities: managing overall, day-to-day sales, operations, and fiscal management.
- AICG is a marketing and production company focusing on the food service, beverage and consumer packaged good industries.
- Major clients include Fortune 500 Companies, including, The Coca-Cola Company, Coca-Cola Enterprise, AOL/Time Warner, McDonalds Corporation, BellSouth Corporation, MCI WorldCom, SC Johnson, ARAMARK Corporation, and others.
- Corporate accomplishments: worked with major corporate sponsors for the Summer and Winter Olympics, World Cup Soccer, Super Bowl, National Football League, Major League Baseball, National Basketball Association, and NASCAR.
- AICG awarded The Coca-Cola Company licensing for promotional merchandise.

Clark Atlanta University School of Business Administration (1989-1995) Atlanta, Georgia

Adjunct Marketing Instructor

- Key responsibilities: taught second year MBA graduate level marketing courses: Special Problems in Marketing / Marketing Distribution Systems / Sales Management.
- In 1990, conceptualized and introduced the Sports and Entertainment Institute to CAU School of Business. Also, wrote initial White Paper, spearheaded the research, prepared fiscal budget and developed the curriculum.

Coca-Cola USA (1986-88) Atlanta, Georgia

National Accounts / Chain Operations Manager

- Key responsibilities: Responsible for the overall sales, development and execution of soft drink operations and strategic analysis for selected national chain accounts.
- Externally, served as a consultant to food service customers, applying project management techniques for major program conversions, distribution strategies and strategic analysis.
- Developed marketing plan to increase coverage and availability of corporate Coca-Cola products in the Top 16-20 major urban markets in the USA.

Special Assignments, Cherry Coca-Cola Nigeria product

- Developed marketing plan and evaluation of factors related to the introduction of Cherry Coca-Cola in Nigeria. Recommendations presented to Africa-Middle East Division Senior Management for implementation.

Coca-Cola USA (1984-1986) Atlanta, Georgia

Project Manager / Fountain Sales Department Packaging

- Key responsibilities: managed the rollout and implementation of a new product package concept with great success.
- Record soft drink gallonage increase, record account conversion. Capital cost for program in 1984: 8.7 MM; 1985: 20.4 MM; 1986: 8.7 MM.
- Interfaced with top management of several major fast food service companies.

Coca-Cola USA (1984) Atlanta, Georgia

Manager, Distribution Planning

- Key responsibilities: coordinated the rollout of Bag-In-Box (a new packaging concept) to major Coca-Cola Fountain retail outlets, prestige accounts, and national chain accounts on the West Coast for approximately six months. Included market Blitz for the 1984 Olympics.
- For Distribution and Strategic Planning Group, responsible for the implementation of programs, bottler analysis, distribution planning and special projects.

Xerox Corporation, BS Marketing / Logistics Department (1980-82) Rochester, New York

Business Planning Consultant

- Responsible for introduction rollout and development of Xerox new low volume products.
- Developed plans for several test markets: Boston, Chicago, New York, Dallas, Atlanta and Los Angeles. Programs included customer interface, presentations to Senior Management, technical hands-on experience, in depth analytical and marketing analysis.

Consolidated Rail Corporation (ConRail) (1976-78) Philadelphia, Pennsylvania

Corporate Management Development Program

- Rotated on special projects in the following areas: Sales, Marketing, Corporate Planning, and Operations Department.

MEMBERSHIPS / COMMUNITY ACTIVITIES

- Promotional Products Association International (PPAI)
- Advertising Specialty Institute (ASI)
- Meeting Planners International (MPI)
- Atlanta Chamber of Commerce
- Atlanta Convention and Business Bureau (ACVB)
- Atlanta Business League (ABL)
- National Black MBA Association
- Georgia Minority Suppliers Purchasing Council
- Big Brothers, Big Sisters of Metro Atlanta
- Butler Street YMCA
- Habitat for Humanity
- Clark Atlanta University Alumni Association
- National Association of Marketing Development
- Urban Design Commission / Atlanta
- Exodus, Inc.

EDUCATION

1978-80 **Atlanta University School of Business Administration** / Atlanta, Georgia
Master of Business Administration – Finance / Marketing Logistics (1980 with honors)

1973-76 **Cheyney State College** / Cheyney, Pennsylvania
Bachelor of Science Degree – Major: Marketing (1976 with honors)

RCS# 4370
1/06/03
5:14 PM

Atlanta City Council

Regular Session

MULTIPLE 02-C-2160;02-C-2161;02-C-2162;02-C-2164
 02-C-2165
 CONFIRM

YEAS: 8
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 7
EXCUSED: 0
ABSENT 1

Y Smith	Y Archibong	Y Moore	NV Mitchell
NV Starnes	Y Fauver	B Martin	Y Norwood
Y Young	Y Shook	NV Maddox	NV Willis
NV Winslow	Y Muller	NV Boazman	NV Woolard

MULTIPLE

02-C -2165

(Do Not Write Above This Line)
A COMMUNICATION BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION BY MAYOR SHIRLEY FRANKLIN APPOINTING CLAYTON CROOM TO SERVE AS A MEMBER OF THE MUNICIPAL MARKET BOARD OF DIRECTORS OF THE CITY OF ATLANTA. THIS APPOINTMENT IS FOR A TERM OF TWO YEARS, SCHEDULED TO BEGIN ON THE BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

JAN 06 2003

COUNCIL

- ☐ CONSENT REFER
- ☐ REGULAR REPORT REFER
- ☐ ADVERTISE & REFER
- ☐ 1st ADOPT 2nd READ & REFER
- ☒ PERSONAL PAPER REFER
COMMUNICATION
- Date Referred 12/2/02
- Referred To: CDHR & Council
- Date Referred
- Referred To:
- Date Referred
- Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee CDHR

Date 12/2/02

Chair Clayton Croom

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Clayton Croom

Clayton Croom

Clayton Croom

Refer To CCR

Committee CCR

Date 11/6/03

Chair Clayton Croom

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Clayton Croom

Clayton Croom

Clayton Croom

Clayton Croom

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

CERTIFIED

FINAL COUNCIL ACTION
☐ 2nd ☐ 1st & 2nd ☐ 3rd
Readings
☐ Consent ☐ V Vote ☒ RC Vote

CERTIFIED
JAN 06 2003

ATLANTA CITY COUNCIL PRESIDENT
Latter, Mr. Lott

CERTIFIED
JAN 06 2003

Shirley Franklin
MAYOR

MAYOR'S ACTION